



普通高等教育“十一五”国家级规划教材配套指导用书

21世纪国际经济与贸易专业系列教材

外贸英语函电 学习指导

兰 天 时 敏 叶富国 主编

Foreign Trade English Correspondence
Learns Guiding

 东北财经大学出版社
Dongbei University of Finance & Economics Press



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大连

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前 言

随着我国加入 WTO, 国际贸易与投资业务迅猛发展, 国际商务交往活动更加频繁, 社会各界人士, 特别是外贸企业和国际企业从业人员学习商务英语的积极性高涨, 掌握扎实的外贸函电写作基础知识日益重要, 本书是为了适应各界读者的这一需要, 编写这本实用性较强的外贸英语函电学习指导。

本书结构新颖、内容全面、脉络清晰、实用性强。

本书共十七章, 在内容和结构的编排上按照兰天编著的《外贸英语函电》, 分别以外贸交易磋商过程和外贸合同磋商内容为两条主线, 注重练习的实用性和可操作性。每章包括三个部分。

Section One, 主要介绍英文函电写作的背景知识, 这既有利于外贸相关专业读者对重点知识的回顾, 提高理解能力、写作能力, 又有利于非国际贸易专业读者对知识的理解和掌握。

Section Two, 主要是重点词汇和句型。作者在多年教学经验积累的基础上, 经过筛选斟酌, 把最常用的词汇和句型加以总结, 呈现给读者, 使读者能少而精地掌握, 便于在实际中应用。

Section Three, 是练习题, 包括十二种题型, 是本章的重点。此部分是编者多年教学经验的结晶。在编写过程中, 作者注重练习题内容的全面性、题型的多样性和趣味性。例如, 在 Chapter Nine 中对包装材料的词汇这一环节的内容的处理上, 作者将这些包装材料分别归类为“包”、“箱”、“桶”等, 并采用“匹配”的题型设计, 既减少了埋头做题的枯燥感, 又便于读者记忆。作者十分注重所有练习题的实用性和可操作性, 使读者所做的练习题尽可能与外贸过程的相关环节紧密联系起来, 做到有目的地做练习题, 并“练”以致用。如“根据所给的信用证条款和相关的合同, 查找出不符点, 然后写出请求改证的信函”; 又如“根据索赔函”, 写出相应的“接受和拒绝函”; 再如, 在 Chapter Seventeen 求职信的写作中, “根据相关的广告写出求职信”等等。通过这些练习使读者把商务函电

与实际应用结合起来,真正做到学以致用。同时,每章还包括相关的对话,目的在于使读者不仅掌握商务函电的写作知识,而且加强口语操练,做到既练“笔”又练“口”,使写作能力和口语水平同时提高。

本书的附录有三个组成部分:Part One 是各章练习题的答案;Part Two 包括三套模拟试题及答案;Part Three 是考试题库,包括三套综合测试题及答案。这部分可供读者自我检测对知识的掌握和运用情况。

本书由兰天、时敏、叶富国共同编写。兰天编写 Chapter One、Chapter Two、Chapter Fourteen 至 Chapter Seventeen,时敏编写 Chapter Three 至 Chapter Thirteen 及 Final Exam Banks and the Keys,叶富国编写 Test Papers and the Keys。最后由兰天总纂、定稿。

由于水平有限,时间仓促,书中难免有错误之处,敬请读者不吝赐教。

编 者
2009 年 3 月

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Chapter One Business Letters

Section One Background Knowledge

1. 信函的主要部分

(1) 信头 The Heading

书信中发信人的地址和发信的日期等称为信头,包括发信人的姓名、地址、电话号码、传真等。

注意:

①年份应完全写出,不能用 09 来代表 2009。

②月份要写英文名称,不能用数字代替。如 3/9/09 等不能在正式函件中使用。

③月份名称可用缩写,如 Aug. 代替 August,但 May, June, July 本身很短,不便减缩。

④日期可用 1, 2, 3, ..., 23, 24, ..., 30, 31, 或用 1st, 2nd, 3rd, ..., 23rd, 24th, ..., 30th, 31st。日期最好用基数词,不用序数词。月份和日期之间不要用标点点开,年份之前,必须用逗号点开。

(2) 封内地址 The Inside Address

收信人的姓名地址等一般是列在信笺的左上方,在信头之下,沿左页边线写起。封内地址与信封地址写法相同。

(3) 称呼 The Salutation

其位置是在封内地址的下面空两行,并与之平头。目前外贸书信中一般通用的称呼语有:

商业函件用 Dear Sirs, 不能单独用 Sirs, Gentlemen 不能用单数。

公事函件用 Dear Sir。

称呼语后面的标点,一般用逗号,不用冒号或分号。

(4) 事由 The Subject Heading

事由写在称呼语下面两行,一般是在信笺中间的位置,但平头信则由

左面沿线写起。事由要简单扼要,说明商品名称、数量、信用证或合同号码等即可,可用 Re:, subject:。此部分根据情况可有可无。

(5) 开头语 The Opening Sentences

开头语一般要与信的正文分开,自成一节,文字要简洁明了。

(6) 信的正文 The Body of the Letter

正文的位置紧接在开头语的下面,根据中心思想分成段落,每一中心思想为一段,眉目要清楚。

(7) 结尾语 The Closing Sentences

总结本文所谈的事项,提示对收信人的要求,如希望来函或电报订货、答复询问或作必要的声明等,另外也附加一些略带客套的语气。它的位置在正文结束之后,另起一段。

(8) 结束语 The Complimentary Close

结束语写在结尾语下隔一行,正中或略向右边写起。只有第一个字母大写,后面加逗号。

常用称呼和结束语列表

Dear Sirs Dear Sirs or Madams	Yours faithfully\Faithfully yours
Gentlemen Ladies/Gentlemen	Yours very truly\Very truly yours
Dear Sir or Madam Dear Sir	Yours faithfully\Faithfully yours
Dear Mr. Seaver Dear Mrs. Seaver Dear Ms Malone Dear Miss Malone	Yours faithfully\Yours sincerely\Best wishes\Kind regards, etc. (U. K.) Sincerely \ Very truly yours \ Best regards, etc.

(9) 签名 The Signature

结束语的下面,应将公司的名称用大写打出,必须由负责人签名,签名的下面为使对方了解签名人的姓名、职位,可以打字注明。

Yours faithfully,

P. P THE NATIONAL TRADING CO.

(Signature)

B. R. Jones

Managing Director

(10) 其他特殊构成部分 Other particular parts

附件 Enclosure

a. 参考号 Ref. No.

b. 经办人 Attention Line

c. 抄送 Carbon Copy

如信中有附件时,应在左下角注明 Encl. 或 Enc.。如附件不止一件,应注明 2 Encls. 或 3 Encls., 或详细列明如下:

Enc. :1 B/L(提单一张)

1 Photo(照片一张)

1 Certificate(证明书一张)

2. 商务信函的格式

通常商务交流中的书信书写格式分为三种,每一种都有其独特的地方,而选择用哪种格式则看写信人的爱好了。

(1) 平头式(Block format):每一行都是从左边开始取齐,成一垂直线。

(2) 缩行式(Indented format):封内地址和其他需要分行的地方的后一行,都比前一行缩进二格或三格。信的正文,每一段的开始一行都缩进若干格。

(3) 混合式(The semi-blocked format):前两种格式的混合体。信的正文部分采用平头式,作者的地址、日期、结尾敬语及签名采用缩行式。

Section Two Useful Words and Sentence Patterns

A: 商务信函常用开头语

特此奉告

1. We have pleasure in informing you that

2. We have the pleasure of advising you that

3. We take the liberty of announcing to you that

4. We have to inform/advise you that(of)

5. We wish to inform/advise you that (of)

为(目的)奉告某某事项

1. The purpose of this letter is to inform you that (of)

2. The object of this letter is to tell you that

3. By this letter we purpose to inform you that (of)

4. Through the present we wish to intimate to you that

5. The present serves to acquaint you that

惠请告知某某事项等

1. Please inform me that (of)

2. I should/shall be obliged/glad if you would inform me that (of)

3. I should esteem it a favour if you would inform me that (of)

4. We shall be pleased to have your information regarding (on, as to, about)

5. We shall esteem/deem it a high favour if you will inform us that (of)

特确认,本公司某月某日函件等

1. We confirm our letter of the 10th of this month

2. We had the pleasure of writing you on the 10th of this month

3. We confirm our respects of the 10th June

4. We confirm the remarks made in our respects of the 10th July

5. We confirm the particulars of our enquiry by telephone this morning

贵公司某月某日函电,敬悉等

1. We have pleasure in acknowledging receipt of your esteemed favour of the 3rd May

2. We are pleased to acknowledge receipt of your favour of the 1st June

3. We have to acknowledge receipt of your favour of the 5th July

4. Your esteemed favour of 7th May was duly received by us

5. We are in receipt of your letter of the 7th July

特回答贵公司某月某日函所叙述有关事项等

1. I have the pleasure of stating, in answer to your inquiry of the 4th inst, that

2. In reply to your letter of the 5th of May, I have to inform you that (of)

3. I am in receipt of your favour of the 7th May, and in response I inform you that (of)

4. In response to your letter of 10th May, I wish to say that

5. Replying to yours of the 8th of February regarding..., I would say that

B: 常用结束语

We await your good news. / I hope to hear from you very soon.

We look forward to your reply at your earliest convenience.

Your early reply will be highly appreciated.

I hope everything will be well with you ! / I wish you every success in the coming year.

Please let us know if you want more information.

Section Three Exercise

I. Translate the following two letters into Chinese and answer the following questions .

1. Translate the following two letters into Chinese .

Letter A

Dear Mary,

Subject: Answering the question of the merger

Following through on our discussion last week, I'm pleased to let you know it of May 1 we'll be a wholly owned subsidiary of Amaco, Limited.

We've worked hard for this and know it comes as good news. There are two major advantages: First, we'll have added strength in terms of public acceptance and operating capital. Second, we'll be able to serve our customers more promptly, efficiently, and thoroughly. To help you learn more, we'll be sponsoring a company-wide luncheon on April 28 at noon, at the Victory Holiday Inn in NY. This will give you the opportunity to have all your concerns addressed.

Principals from Amaco, Limited will be on hand to answer questions and to let you know of their sincere intentions to continue operating this division

autonomously. Please call Barara Jenkins, my administrative assistant, answer questions by April 20 to let her know if you'd like chicken, fish, or vegetarian for lunch. This should be a worthwhile meeting and I hope you'll be able to make it on such short notice. We look forward to seeing you there.

Yours Sincerely,

James Lin

Letter B

Dear Mary,

Subject: Yes we are merging with ABC, Limited

As to May 1st we'll be a wholly owned subsidiary of Amaco, Limited. We've worked hard for this and know it comes as good news. Here are two major advantages we'll see soon:

First, We'll have added strength in terms of public acceptance and operating capital.

Second, we'll be able to serve our customers more promptly, efficiently, and thoroughly.

Learn More Over Lunch

We'll be sponsoring a company-wide luncheon so that we can all get together and address our customers. Principals from Amaco, Limited will be on hand to answer questions and to let you know of their sincere intentions to continue operating this division autonomously.

When: April 28 at noon

Where: the Holiday Inn in Victory, NY.

Lunch choices: chicken, fish, or vegetarian

Next step

Please call Barara Jenkins, my administrative assistant to answer questions by April 20 to let her know what you'd like for lunch. We look forward to seeing you there.

Yours Sincerely,

James Lin

2. Answer the following questions after reading the two letters.

- 1) Which letter is easy for you to find answer you want to get?
- 2) Which one is more friendly to readers?
- 3) Which one would you like to read as a reader?

II. Letter writing.

1. Fill in the blanks according to the following given letter.

MERRYBEST INTERNATIONAL CO.

F1. 4, No. 141, Sec. 4, Hsin-Yi Road, Taipei, Taiwan China

Tel: 886 - 2 - 27051608 Fax: 886 - 2 - 27056741

E-mail Address: merrbest@msa.hinet.net

Date: July 15, 2008

To: BATA Crane Ltd.

P. O. Box 9370, Daytona Beach

FL 32150, U. S. A.

Our Ref. No. MB - 012

Attn: Export Manager

Subject: Inquiry, for Water Hammer Arresters

Dear Sirs,

As the leading manufacturer of Valve & Piping Accessories here in Taiwan China, we are looking for the Water Hammer Arresters now. From the Name List of U. S. Suppliers, we know you are the manufacturer of these products and hope that you can mail your relevant catalogs or brochure to us soon.

Besides, please kindly make your best quotation according to our enclosed drawing and send it to us by fax for our evaluation as soon as you can.

Many thanks for your attention to the above and look forward to starting the business cooperation with you in the near future.

Very truly yours,

Merrybest Int'l Co.

Jane Jiang

V. President

Encl. : Drawing No. MB050

- 信头 Letter Head: _____
- 日期 Date _____
- 封内地址 Inside Address _____
- 称呼 Salutation _____
- 正文 Body _____
- 结尾敬语 Complimentary Close _____
- 签名 Signature _____
- 事由 Subject _____
- 附件 Enclosure _____
- 参考号 Ref. No. _____
- 经办人 Attention Line _____

2. Rewrite the above given letter into the following three formats respectively.

Letter 1 Block format 平头式

Letter 2 Indented format 缩行式

Letter 3 The semi-blocked format 混合式

Chapter Two Establishing Business Relations

Section One Background Knowledge

1. 建立业务关系的重要性

与未来的交易商建立商务关系既是新企业也是欲扩大生意和经营的老企业的一项重要任务。这些企业主要依赖客户。客户被认为是企业的“上帝”或“衣食父母”，所以企业在尽力维护老客户的同时还要不断地寻找新客户以拓展业务。在谨慎的市场调查之后所采取的根本性措施就是与潜在的国际贸易商进行联系从而建立业务关系。众所周知，第一印象至关重要，因此第一封建立业务关系的推销函必须足够清晰、简洁、得体，以表现出企业的商誉。

2. 寻找国外关系的途径

首先可以从下列途径寻找未来的潜在的客户。

(1) Banks 银行

(2) Chamber of Commerce at Home or abroad 国内外商会

(3) Chinese Commercial Counselor's Office in foreign countries 中国驻外商务参赞处

(4) Trade Directory 贸易商名录

(5) Attendance to exhibitions and trade fairs 出席展览和交易会

(6) Advertisement 广告

(7) Market investigations 市场调查

(8) Old business connections, etc. 老关系户等

3. 建立业务关系的信函的写作提示

建立业务关系函的格式。

(1) Source of information 信息来源

where and from whom you have got the information about the new customer